

Message Text

UNCLASSIFIED

PAGE 01 MANAMA 00570 181419Z

42

ACTION AGR-10

INFO OCT-01 NEA-10 ISO-00 AID-05 EB-07 STR-04 COME-00

PRS-01 /038 W

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R 181233Z MAY 75

FM AMEMBASSY MANAMA BAHRAIN

TO SECSTATE WASHINGTON DC 2115

UNCLAS MANAMA 0570

E.O. 11652: N/A

TAGS : BEXP, BA

SUBJECT : IN-STORE PROMOTION WITH ALJAZIRA COLD STORE

REF : STATE 113245

1. DAWANI APPROVES PROPOSED DATES NOV. 17 - 21, 1975.
DAWANI WOULD LIKE TO SEE AS MANY AS POSSIBLE OF HIS
PRESENT SUPPLIERS REPRESENTED, E.G. GREEN GIANT, JONES,
GENERAL MILLS, HEINZ.

2. AS THIS WILL BE FIRST PROMOTION OF THIS TYPE FOR
U.S. FOOD IN BAHRAIN, WE WOULD APPRECIATE RECEIVING
AS MUCH DETAILED INFORMATION AS POSSIBLE PRIOR TO
GIVING FINAL EMBASSY APPROVAL. SPECIFIC QUESTIONS
COMING TO MIND AT THIS TIME ARE:

A) WHAT REQUIREMENTS WILL BE RESPONSIBILITY OF EMBASSY?
OF DAWANI?

B) HOW MUCH SUPPORT WILL USDA/FAS BE ABLE TO GIVE?

C) WHAT SHARE OF EXPENSES WILL BE PAID BY USDA? DAWANI?
U.S. COMPANIES INVOLVED?

D) WE RECOMMEND THAT LOCAL ADVERTISING AGENCY BE HIRED
TO DO PUBLICITY; WHO CAN FUND THIS EXPENSE?
TWINAM

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MANAMA00570
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750175-0105
From: MANAMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750540/aaaabjxe.tel
Line Count: 50
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AGR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 113245
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 22 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JUL 2003 by SilvaL0>; APPROVED <09 FEB 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: : IN-STORE PROMOTION WITH ALJAZIRA COLD STORE
TAGS: BEXP, BA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006